





Rules of thumb.

1. Be careful who you endorse
2. Store personal account and PD account separately
3. "Don't feed the trolls"
4. Let us know right away if something has gone wrong so we can help.
5. Get a second opinion.

Cancel all my meetings.

Someone on the internet
is wrong.



somecards.com

Timing is everything.

A harmless tweet can be taken out of context based on what is happening in the department, city or country.



American Rifleman
@NRA_Rifleman

Follow



Good morning, shooters. Happy Friday!
Weekend plans?

Reply Retweet Favorite

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9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet



Tesco
@Tesco



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It's sleepy time so we're off to hit the hay!
See you at 8am for more #TescoTweets

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2:00 PM - 17 Jan 2013

everything.



American Rifleman

@NRA_Rifleman



Follow



Good morning, shooters. Happy Friday!
Weekend plans?



Reply



Retweet



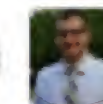
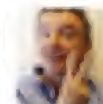
Favorite

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RETWEETS

23

FAVORITES



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TESCO
every little helps

Tesco
@Tesco



Follow

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Tesco 
@Tesco



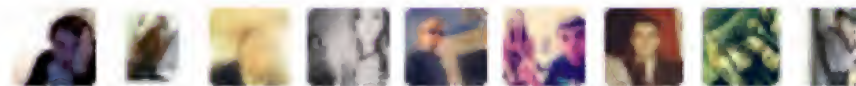
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 Reply  Retweet  Favorite  More

RETWEETS
2,699

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643



2:00 PM - 17 Jan 2013

Think twice before clicking send.

What may seem inoffensive to you could be offensive to others in your community.



Delta



Following

Congrats team #USA🇺🇸! Nice goal
@clint_dempsey @soundersfc! #USAvGHA
#USMNT #DeltaSEA
pic.twitter.com/7C8iRzPzoa

Reply Retweet Favorite More



RETWEETS
8

FAVORITES
4



5:08 PM · 19 Jun 2014

View media



The Home Depot



@HomeDepot




Which drummer is not like the others? See more @CollegeGameDay pics at hdgameday.com
#HDgameday #football



nsive
ive to
nity.



The Home Depot 
@HomeDepot



Which drummer is not like the others? See more @CollegeGameDay pics at hdgameday.com
#HDgameday #football





Delta 
@Delta



Following

Congrats team **#USA** ! Nice goal
@clint_dempsey @soundersfc! #USAvGHA
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pic.twitter.com/7C8iRzPzoa

 Reply  Retweet  Favorite  More



RETWEETS

8

FAVORITES

4



5:08 PM - 16 Jun 2014

[Flag media](#)

Make sure your account is secure.

- Don't display passwords publicly
- Don't trust others with your account



@MarcJacobsIntl

Marc Jacobs Intl

Spelling is hard for me. I hate this job. Hope they find someone soon. Robert is picky! We have presented him with 50 people. He's not happy

23 Mar via Twitter for iPhone ☆ Favorite ↻ Retweet ↻ Reply

I find it ironic that Detroit is known as the [#motorcity](#) and yet no one here knows how to f[REDACTED]ing drive ☆

about 3 hours ago via web

↻ Reply ↻ Retweet



ChryslerAutos

Chrysler Autos

our account is secure.



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about 3 hours ago via web

↻ Reply ↻ Retweet



ChryslerAutos

Chrysler Autos

Don't make light of harsh situations.



Who's #notguilty about eating all the tasty treats they want?!

16 minutes ago via web

Retweeted by ContraDawg and 24 others



Never Forget pic.twitter.com/74Br2rBL3A

Reply Retweet Favorite More



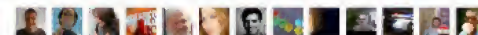
It is a good idea to reference current affairs - **respectfully**. Dark humor is dangerous.



Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo-KC>

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by juanmabaires and 67 others





@Entenmanns


Entenmann's 

Who's #notguilty about eating all the tasty treats they want?!

16 minutes ago via web

Retweeted by ContraDawg and 24 others



AT&T 

@ATT



AT&T ✓
@ATT

Never Forget pic.twitter.com/74Br2rBL3A

← Reply ↺ Retweet ★ Favorite ⋮ More





@KennethCole

Kenneth Cole

Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC

3 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

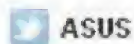
Retweeted by juanmabaires and 67 others



A second opinion is helpful



The rear looks pretty nice. So does the new Transformer AIO. #Computex2012
pic.twitter.com/ajafmuDk




a day ago

ing that can be misrepresented as

Double Check for spelling and grammar



The Associated Press 
@AP



Following

BREAKING: Dutch military plane carrying
bodies from Malaysia Airlines Flight 17
crash lands in Eindhoven.

 Reply  Retweet  Favorite  More

RETWEETS
1,648

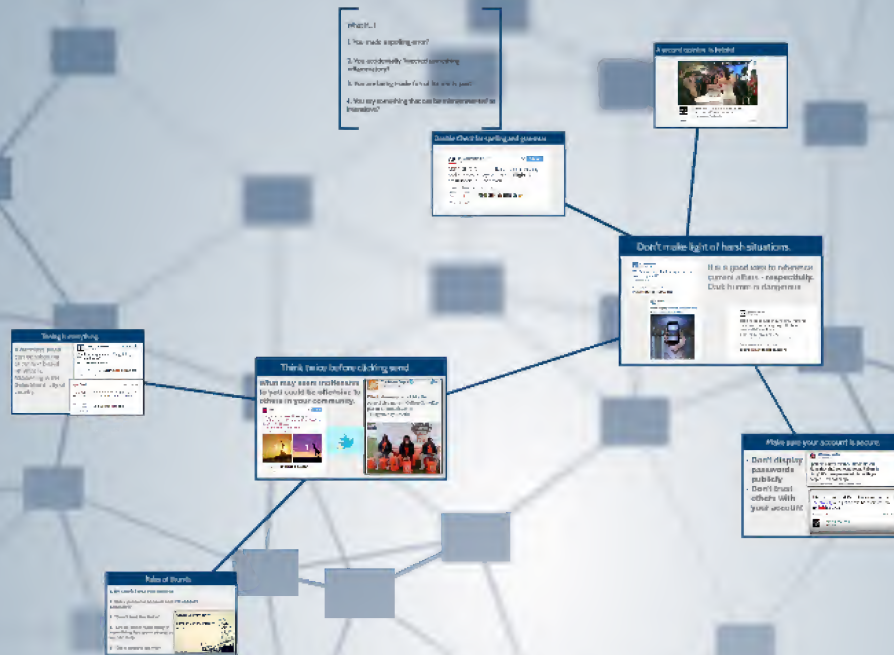
FAVORITES
145



9:50 AM - 23 Jul 2014

What if...?

- 1. You made a spelling error?**
- 2. You accidentally Tweeted something inflammatory?**
- 3. You are being made fun of for a silly post?**
- 4. You say something that can be misrepresented as insensitive?**



Twitter #FAILS